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## PRESS RELEASES

### For Immediate Release

May 9, 2000

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### NETCATALYST APPOINTS TOP EXECUTIVE TO THE COMPANY'S SENIOR MANAGEMENT

—Riggs Eckelberry Strengthens Global Liquidity Engineer Strike Team—

(SANTA MONICA, CA)—NetCatalyst, one of the first Global Liquidity Engineers, today announces the appointment of Riggs Eckelberry as its newest Managing Director. Eckelberry, a longtime Internet business strategist, will bring his proven ability to build and manage successful Internet business models to the network's strengths in Internet finance, operations and rapid liquidity events. The company, which combines the strengths of a conventional incubator, a venture capital firm, and investment bank, has already achieved a standout success in assisting the acquisition of AlertIPO.com by internet.com (NASDAQ: INTM) last month.

A key component of the NetCatalyst process is strike team intervention. In addition to his personal intervention in client business models, Eckelberry is responsible for further developing strike team effectiveness and best practices. The strike team compliments NetCatalyst's funding and advisory services by quickly resolving any shortcomings in a client company. By helping it carry out projects critical to its acceleration, the strike team frees up the client so they can give greater attention to their core business.

"Eckelberry has a keen sense of workable market strategies, linking striking concepts to product realities," said Guy Creese, senior analyst at Aberdeen Group. "I am sure this skill will help NetCatalyst clients rise above the market din."

Eckelberry's role in transforming existing business models for the Internet contributed to two major transactions in less than a year: the purchase of premium content provider Micro House International by global IT network, EarthWeb (NASDAQ: EWBX), and most recently,

the acquisition of personalization service provider TriVida by performance marketing leader Be Free (NASDAQ: BFRE).

"Riggs Eckelberry's ability to position business models for early liquidity impressed us," said Chris Karkenny, chief executive officer of NetCatalyst. "In this new market environment, Internet businesses have to make sense from the ground up, and Eckelberry can help us deliver that for our companies."

### **About NetCatalyst**

As a Global Liquidity Engineer<sup>SM</sup>, NetCatalyst ([www.netcatalyst.com](http://www.netcatalyst.com)) supports both private and public companies looking for worldwide expansion or a clear path to a liquidity event (IPO, sale or merger). The NetCatalyst global network reaches countries around the world, including America, England, France, Italy, Germany, Spain and Asia, enabling portfolio companies to expand globally. Whether the appropriate move for a company is to merge, sell, acquire, or expand worldwide, NetCatalyst will execute. NetCatalyst focuses on existing companies at all levels of maturity, such as early and latter stage ventures seeking rapid liquidity execution, established brick and mortar (BAM) businesses, and public companies that need repositioning to maximize shareholder value.

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**WHAT'S NEW AT NETCATALYST:**

- ▶ **NETCATALYST BACKS MOBILE ENTERTAINMENT CORPORATION IN LONDON**  
 "...we are pleased to see Ron Posner and his NetCatalyst team join us with their experience in industry consolidation and strategic deal making," said Tim Hammond, chief executive officer of MEC. [MORE](#)
- ▶ **Selected Transactions Completed By NetCatalyst Team Members** [MORE](#)
- ▶ **Sensar and Vital Stream, NetCatalyst Client Company, Complete Merger Agreement** [MORE](#)

*"NetCatalyst seamlessly took us down the path to a sale,"* said Corey Ostman, co-Founder of Alert-IPO.





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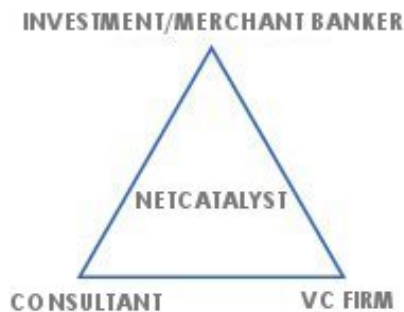
## OUR BUSINESS

Established in 1999 as a global liquidity firm by hi-tech M&A executives, NetCatalyst ([www.netcatalyst.com](http://www.netcatalyst.com)) specializes in identifying and executing strategic opportunities for both private and public companies seeking results-driven solutions for expanding geographically, merging, selling, acquiring or undergoing restructuring. Headquartered in Los Angeles, NetCatalyst has a global network of offices in England, France, Italy, Germany, Spain and Asia.

NetCatalyst focuses on revenue companies at all stages of development. Target companies include:

- ▶ Early and latter stage private ventures seeking rapid liquidity execution (sale, merger or IPO)
- ▶ Public companies that need repositioning to maximize shareholder value
- ▶ Companies looking to expand geographically, both through consolidation and hiring country managers

### NetCatalyst works closely with:



1. Investment/Merchant Bankers by providing the guidance, strategy, coaching and execution of a plan to get a company through a sale, merger or IPO
2. VC Firms on liquidity strategies and maximizing shareholder value
3. Consultant on providing business solutions through M&A and industry sector consolidations



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WHAT WE DO

WIRELESS  
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## WHAT WE DO

NetCatalyst operates across industry sectors and throughout international markets, providing a wide range of services that meet individual corporate needs. NetCatalyst's services include:

- **Industry roll-ups and consolidation**

As industries become inundated with look-alike companies and subsequently fragmented, the natural course of action is consolidation. NetCatalyst professionals can consolidate any industry sector and help create the sector market leader and maximize shareholder value through aggregation and critical mass.

- **Rapid liquidity event execution - mergers, acquisitions, and IPOs**

NetCatalyst identifies the right exit strategy for each client company and with a hands-on approach, leads them down the path to liquidity over time, typically in less than 12 months.

- **Geographical expansion**

NetCatalyst has a global network of offices around the world, including England, France, Italy, Germany, Spain and Asia. In leveraging it's global network, and their respective resources and contacts, NetCatalyst can create global expansion strategies, as well as cross-border merger and acquisition opportunities.

- **Turnarounds and restructuring**

NetCatalyst deploys high tech operating executives seasoned in corporate restructuring and turnarounds to implement strategic expansion and higher valuations.

- **Active board-level involvement - director/advisor**

A NetCatalyst principal can take a board seat (director or advisor) in client companies, providing unparalleled industry expertise, up-to-date market knowledge, and a global resource pool.

- **Post-IPO strategy and follow-through**

NetCatalyst continues to support clients after the critical, and often times unsettling, period after a company completes a merger or goes public.



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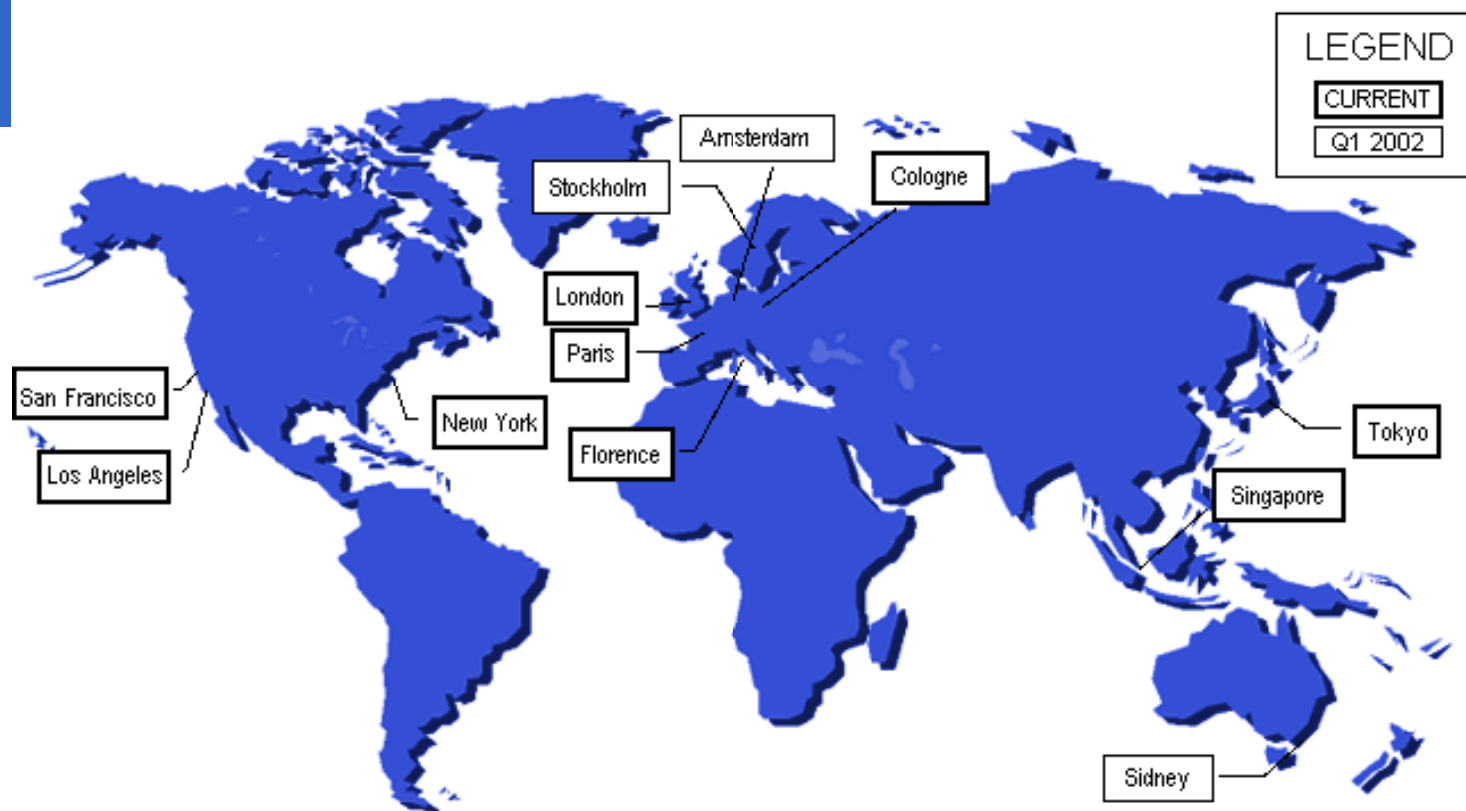
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NETCATALYST NETWORK  
STRATEGIC PARTNERS  
CLIENT PARTNERS

## NETCATALYST NETWORK





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MANAGEMENT TEAM  
EXECUTIVES IN RESIDENCE  
ADVISORY BOARD

## MANAGEMENT TEAM

The NetCatalyst team is a group of senior-level operating professionals with strong backgrounds in orchestrating mergers, acquisitions, divestitures, and IPO's.

### [Selected Transactions Completed By NetCatalyst Team Members](#)

[Ronald S. Posner](#)

[Chris A. Karkenny](#)

[Derek W. McLeish](#)

[Kenneth C. Kucera](#)

## INTERNATIONAL TEAM

Filippo Gargani

Michel Perrin

Tim Hammond



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NetCatalyst continues to support clients after the critical, and often times unsettling, period after a company completes a merger or goes public.

With offices and partner companies around the globe, NetCatalyst operates on a world-wide level, providing clients with international strengths and resources. Headquartered in Los Angeles, NetCatalyst has a global network of offices in England, France, Italy, Germany, Spain and Asia.

NetCatalyst's senior-level professionals bring over 100 years of operational and financial experience to its clients. Selected transactions completed by NetCatalyst team members in their history of executing turnarounds, consolidations, mergers and acquisitions can be found [here](#).



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## NEWS



### **VCS HOPE TO SCRAPE BY IN EUROPE**

"While Europe VC and Internet deals have not been hit as hard as the U.S., they are definitely feeling the pinch," says Ron Posner of NetCatalyst..."

CBS MarketWatch.com, August 7, 2002

[Click here to see  
NetCatalyst's Archived  
Newsletters](#)



### **MOBILE ENTERTAINMENT CORP APPOINTS RON POSNER CHAIRMAN**

"Mr. Posner represents NetCatalyst, which has made an investment in MEC."

VentureWire, May 17, 2002

LOS ANGELES BUSINESS JOURNAL

### **GOOD DEALS STILL FIND FUNDS IN NEW ERA OF VC INVESTING**

"Despite some high-profile flops, online traffic has grown and Internet businesses continue to attract the attention of investors eager to invest."

Los Angeles Business Journal, April 22, 2002



**STELLENT NEWS RECALLS  
TROUBLED PAST**

" Merging with the operating shell of a failed company is a relatively inexpensive way for a young company to go public, but it carries a stigma,' said Chris Karkenny..."

Startribune.com, April 8, 2002



**RIVALS FEED ON DOT-COM RUINS**

" 'Why be saddled with the financial liabilities of a money-losing company when you can wait a few months and cherry-pick assets in court?' asks Ron Posner..."

USA Today, February 11, 2002



**PUBLIC SERVICE**

" 'The broader the ability to trade in your stock,' [says Chris Karkenny], 'the higher your liquidity at the end of the day.' "

Entrepreneur.com, October 2001



**4 HARD TRUTHS FOR THE  
TURNAROUND BOARD**

"Those who have been there will also know another aspect of turnaround governance - ' assume going into a turnaround that the board will have to work hard, really digging in...' "

Boardroom Insider, June, 2001



**SUN PANS FOR WIRELESS GOLD  
IN SCANDINAVIA**

"Sun says it will help NetCatalyst expand its client base by referring potential companies utilizing its Stockholm-based Center of Excellence... "

10meters.com Industry, May 3, 2001

The logo for the Los Angeles Times, featuring the text "Los Angeles Times" in a white, serif font on a black rectangular background.

**EXPERTS OFFER AGENDA TO  
MAKE MEETINGS MORE  
PRODUCTIVE**

" '... We work on Internet time,' McLeish said. ' That means you have to move more quickly. You can't take a lot of time decision-making, especially today...' "

LA Times, April 15, 2001



**REVERSE MERGERS GAIN  
GROUND AS ROUTE TO MARKET**

"...Now, the right conditions are setting the stage for a substantial rise in the number of reverse mergers, according to NetCatalyst CEO Chris Karkenny..."

the451.com, April 9, 2001



**CLEANING UP FROM THE DOT-  
COM MESS**

" ...They believed, Posner says, that 'when the downturn did come, there would be a lot of companies looking for partners' - that is, hoping to be acquired by a stronger company.

Inc. Magazine, March 13, 2001

## **SPIRIT MAGAZINE**

### **EXECUTIVE TEMPS**

" ... CEO Chris Karkenny says nearly every business will need interim help at one time or another, probably sooner than later, thanks to the fast changing economy..."

Spirit Magazine, February, 2001

## **Entrepreneur.com**

### **DING!**

" ' ... There was an overflow of VC capital into companies that didn't have good fundamentals,' says Chris Karkenny ..."

Entrepreneur.com, January, 2001

## **INVESTOR'S BUSINESS DAILY**

### **AFTER FAST START, IPOS HIT THE SKIDS IN 2000**

" ... We won't be seeing any more of these crazy dot-coms going out without clear revenue targets, with spend-spend marketing and no real management teams,' [said Chris Karkenny] ... "

Investor's Business Daily, January 2, 2001

## **INVESTOR'S BUSINESS DAILY**

### **IBD'S 10 SECRETS TO SUCCESS**

"... Karkenny encourages his clients and employees to embrace the restful nature of the Christmas and New Year's holidays ..."

Investor's Business Daily, December 13, 2000



**YEAR AHEAD - WISER IPO  
MARKET SET FOR SLOWER BUT  
STEADY 2001**

" '...A lot of companies that went public on the Nasdaq last year never should have gone public,' said Chris Karkenny..."

Reuters, December 12, 2000



**BEWARE OF BARGAIN-BIN-E-TAIL  
STOCKS** "...NetCatalyst provides companies that are looking for a final exit strategy the most efficient and effective means to attain that goal."

eMarket News, December 5, 2000



**DUE DILIGENCE**

"...NetCatalyst, which specializes in executing national and multi-national IPOs, mergers and acquisitions..."

Digital Coast Reporter, November 8, 2000



**YANKEES BEWARE**

"... Don't go over with the expectation that you should be running a company in Europe,' warns Chris Karkenny, CEO of NetCatalyst, a Santa Monica, Calif.-based consulting firm that helps companies set up offices overseas. 'But do go over there to be part of a team...'"

The Industry Standard, October 16, 2000

**Los Angeles Times**

**BUYING UP START-UPS FROM  
ACROSS THE SEA**

"...With prospects for Internet start-ups sinking in the U.S., a Santa Monica-based Net business consultant has decided to focus overseas..."

LA Times, October 16, 2000

**LOS ANGELES BUSINESS JOURNAL**

**PLAYERS HUSTLE TO CASH IN ON  
DOT-COM MELTDOWN**

"...NetCatalyst bills itself as a [liquidity engineer], packaging New Economy companies for 'liquidity events' like an initial public offering, sale or merger..."

Los Angeles Business Journal,  
October 16, 2000

**office.com**  
a service from winstar

**IPO – Ready...or Not?**

"...These days, it seems as if every company in the nation is either thinking about going public or already public ... 'the IPO market is starting to heat back up from April's stock slide' says Chris Karkenny..."

Office.com, September 25, 2000

**ADVISOR**

**GUERRILLA SURVIVAL TACTICS  
FOR INTERNET START-UPS**

"...The reality check hit when there were significant fluctuations in the stock market and companies were forced to fold, sell, or merge..."

Advisor.com, September 13, 2000

LOS ANGELES BUSINESS JOURNAL

### **FIRMS COMING TO RESCUE OF E-TRAILERS SEEKING MERGERS**

"...Typical of this new breed of e-rescuer is Santa Monica-based NetCatalyst Inc., an outfit that calls itself 'the liquidity engineers...'"

Los Angeles Business Journal,  
September 4, 2000

zNet Interactive Week

### **INCUBATORS FACE MOUNTAIN OF HURT**

"In March and April, because of the stock market, private companies found it was difficult to get funded at the high valuation levels other private companies had enjoyed before them,' Posner said..."

Interactive Week, August 21, 2000

eCompany  
NOW

### **GOING LOCAL**

"My own private survey of Net business ... 'We have an oversupply of venture capital in the U.S. right now,' says Ron Posner ..."

eCompany.com, June 6, 2000

RED HERRING

### **NETCATALYST SEES THE WRITING, NAMES 5 TO ADVISORY BOARD**

"...That's where Netcatalyst comes in. The firm provides three types of services to stalled startups: advisory and investment, consisting of an active board role; a "strike team" of in-house CFOs, CTOs, and CEOs..."

Red Herring, June 1, 2000



**UpsideToday**  
THE TECH INSIDER

#### **IPO'S AREN'T DEAD**

"Talk of initial public offerings is back in the air ... 'While things have slowed down on the Nasdaq, there's still a chance for the quality companies,' says Ron Posner ..."

Upside Today, May 19, 2000

**internet.com**

#### **ONES AND ZEROS**

"...After our initial engagement, we engineered a sale within ninety days, giving us the satisfaction that our management and skills produce rapid results...' [said Chris Karkenny]"

internet.com, April 28, 2000

**SUCCESS.**

#### **BOO.COM'S BOO-BOOS PROVIDE LESSONS**

"... NetCatalyst prefers management, says Karkenny, with 'brick and mortar experience, people who understand distribution and then move on to the Web... ' "

Success, February, 2000



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## PRESS RELEASES

[08.07.02](#)

Fourth NetCatalyst International Summit Meeting Is Held In England

[04.30.02](#)

NetCatalyst Backs Mobile Entertainment Corporation In London

[02.23.02](#)

Sensar And Vital Stream, NetCatalyst Client Company, Complete Merger Agreement

[02.09.02](#)

NetCatalyst Client Company, Vital Stream, Signs Merger Agreement With Sensar Corporation

[01.09.02](#)

NetCatalyst CEO Addresses Climate Of International M&A At Internet

[Click here](#) to view presentation: "A Global Perspective: Exit Strategies In 2002, With A Focus On M & A."

[09.26.01](#)

NetCatalyst Continues Global Expansion Into The Pacific Asia Region

[09.10.01](#)

France Net Business Forum Invites NetCatalyst Executives To Present As Key Speakers

[09.05.01](#)

High Profile Technology Entrepreneur From Spain Joins NetCatalyst

[08.30.01](#)

NetCatalyst Announces Successful Results Stemming From Worldwide Executive Summit

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[07.25.01](#)

NetCatalyst And Catenas Team Up To Provide Full Service M&A Transaction Solutions

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NetCatalyst's Archived  
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[06.21.01](#)

NetCatalyst And Ideas Hub Announce Strategic Partnership To Expand International Operations

[05.22.01](#)

Key Industry Leaders Gather In France For The NetCatalyst Planning Meeting

[05.03.01](#)

Sun Microsystems Sweden And NetCatalyst Join Forces To Accelerate Wireless Initiatives In Europe And The United States

[04.18.01](#)

Seasoned Technology Veterans Join NetCatalyst's World Class Team

[03.30.01](#)

NetCatalyst CEO Sheds Positive Light At Venture Capital Summit

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[02.28.01](#)

NetCatalyst Assists In Acquisition Of ememories

[02.12.01](#)

NetCatalyst Planning Meeting Reinforces The Strength Of Worldwide Network

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[01.30.01](#)

Four Senior Executives Join The NetCatalyst Team

[10.24.00](#)

NetCatalyst Broadens its Global Reach With UK and Asia Offices

[10.04.00](#)

NetCatalyst France Appoints Microsoft Veteran As Chief Executive Officer

[8.14.00](#)

NetCatalyst Holds Annual European Summit In France

[5.31.00](#)

NetCatalyst Extends Global Network With International Advisory Board Appointments

[4.27.00](#)

NetCatalyst Company, Alert-IPO.com, Acquired By internet.com

[4.17.00](#)

Industry Veterans Launch NetCatalyst – The First Global Liquidity Engineer





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[AlertIPO](#)



[CardioNow](#)



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